

## Message Text

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ORIGIN COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 /023 R

DRAFTED BY COM/BED/OIM/RFMUENZER  
APPROVED BY EB/OCA/CM/SPHARRIS  
COM/BED/OIM/TKBREWER, CMM  
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-----059480 271723Z /45

R 262315Z JAN 78  
FM SECSTATE WASHDC  
TO AMEMBASSY BOGOTA  
INFO AMCONSUL CALI  
AMCONSUL MEDELLIN  
AMCONSUL BARRANQUILLA

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E.O. 11652:N/A

TAGS: BEXP, AFSP, CO

SUBJECT:COUNTRY COMMERCIAL PROGRAM FOR COLOMBIA FY - 1979

GUIDANCE

REF: A) BOGOTA'S A-30; B) STATE 44899; C) STATE 000118

1. THE FOLLOWING ADDRESSES THE PRELIMINARY INPUTS FOR FY 1979 CCP CONVEYED BY REF AIRGRAM (A) IN RESPONSE TO STATE 44899. IT IS PROVIDED AS GUIDANCE TO ASSIST IN FORMULATION OF THE MISSION'S DRAFT CONTRIBUTION FOR FY 1979 PURSUANT TO UNCLASSIFIED

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REFTEL (C).

2. CURRENT ASSESSMENTS OF COLOMBIA'S ECONOMIC SITUATION INDICATE A LEVELING GDP GROWTH RATE AT ABOUT 7 PERCENT, A DECLINING INFLATIONARY RATE, A CONTINUING ACTIVE INDUSTRIAL SECTOR ESPECIALLY REGARDING EXPORT PRODUCTS, A HOPEFULLY IMPROVING AGRICULTURAL SECTOR, RECOVERY AND ACCELERATED

INVESTMENT IN EXPORT INDUSTRIES, PETROLEUM, MINERALS AND ECONOMIC DEVELOPMENT PROJECTS REQUIRING SIGNIFICANT IMPORT CONTENT. MORE IMPORTANTLY THE MARKET FOR U.S. PRODUCTS REMAINS GOOD EVEN THOUGH THE U.S. SHARE OF TOTAL IMPORTS CONTINUES ITS STEADY DECLINE.

3. AN ULTIMATE CCP OBJECTIVE IS TO REVERSE THIS DOWNWARD TREND AND TO INCREASE TH U.S. MARKET SHARE THOUGH THE IMPLEMENTATION OF WELL CONCEIVED CAMPAIGNS IN THE BEST PROSPECT AREAS AND TO INTENSIFY EFFORTS TO INCREASE PROCUREMENT FROM THE UNITED STATES FOR LARGE DEVELOPMENTAL PROJECTS.

4. RE RECOMMENDATIONS FOR CAMPAIGNS PROVIDED IN REF A, WE CONCUR THAT ALL SEVEN REPEATS FROM FY 78 AND INCLUDING GENERAL PRIORITY RANKING CONTINUE ON TARGET.

5. BASED ON THE POSTS EXCELLENT MARKET STUDY ON MATERIALS HANDLING EQUIPMENT, A PRODUCT AREA THAT INVOLVES NOT ONLY THE COLOMBIAN CEMENT, MAJOR SEAPORTS AND BASIC METAL END USER INDUSTRIES BUT ALSO TOUCHES MOST OTHERS, WE SUGGEST THAT CONSIDERATION BE GIVEN TO A SEPARTE CAMPAIGN ON MATERIALS HANDLING EQUIPMENT AND SYSTEMS. GIVEN A CONSTANTLY GROWING MARKET IN WHICH THE U.S. HAS TRADITIONALLY MAINTAINED A DOMINANT POSITION (51 PERCENT IN 1976) CAMPAIGN ACTIVITIES COULD BE DEVELOPED TO INCLUDE FUTURE UNCLASSIFIED

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IMPLEMENTATION OF A TRADE MISSION, A FOREIGN BUYERS GROUP, CATALOG SHOW OR PROMOTION IN THE NEXT BOGOTA INT'L FAIR.

6. THE THREE ACTIVITES RECOMMENDED FOR INCLUSION IN OTHER SPECIAL POST EFFORTS ARE CONSIDERED ESSENTIAL INGREDIENTS OF THE FY 1979 CCP AND SHOULD BE DEVELOPED. RE MAJOR PROJECTS - CONSIDERATION SHOULD BE GIVEN TO INCLUDE HOSPITALS AND HEALTH CARE EQUIPMENT IN THE MAJOR PROJECTS OSPE AND FOR ITS REMOVAL FROM THE GENERAL INDUSTRIAL EQUIPMENT CAMPAIGN SINCE MAJOR PURCHASES OF THIS KIND OF EQUIPMENT IS GENERALLY MADE VIA PUBLIC TENDERS. ALSO THE PRIORITY RANKING OF THE MAJOR PROJECTS OSPE MIGHT WELL BE HIGHER THAN SOME OF THE CAMPAIGNS.

7. RE OSPE NO. 3, DEVELOPMENT OF A COMMERCIAL INFORMATION SYSTEM, WE ARE UNAWARE OF RESULTS OR EVEN INTERIM REPORT ON FEASIBILITY OF COMPUTER ASSISTED SERVICES. ADVISE US OF POST FINDINGS TO DATE OR INCLUDE FURTHER DETAILS IN YOUR FY 1979 CCP DRAFT.

8. THE MARKET ANALYSIS UNIT SCHEDULE FOR TWELVE STUDY UP-

DATES PLUS THE BEST PROSPECTS AIRGRAM APPEARS AMBITIOUS  
CONSIDERING THE POSTS RECENT LOSS OF ONE OF THE MAU SEA-  
SONED RESEARCHERS. WILL THE NEW REPLACEMENT BE ABLE TO  
SHARE IMMEDIATELY IN THE IMPLEMENTATION OF REFERRED SCHE-  
DULE?

9. WE WOULD WELCOME ANY QUESTIONS OR OBSERVATIONS REGARD-  
ING FOREGOING SHOULD MISSION FIND IT DESIRABLE TO DO SO  
PRIOR TO SUB-MISSION OF ITS FINAL CCP DRAFT CONTRIBU-  
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## Message Attributes

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**Concepts:** n/a  
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**Review Markings:**  
Sheryl P. Walter  
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